

UNION INNOVATIVE SERVICES
THE CASE OF SPAIN

BreakBack Project

Online Meeting 24-25 November 2020

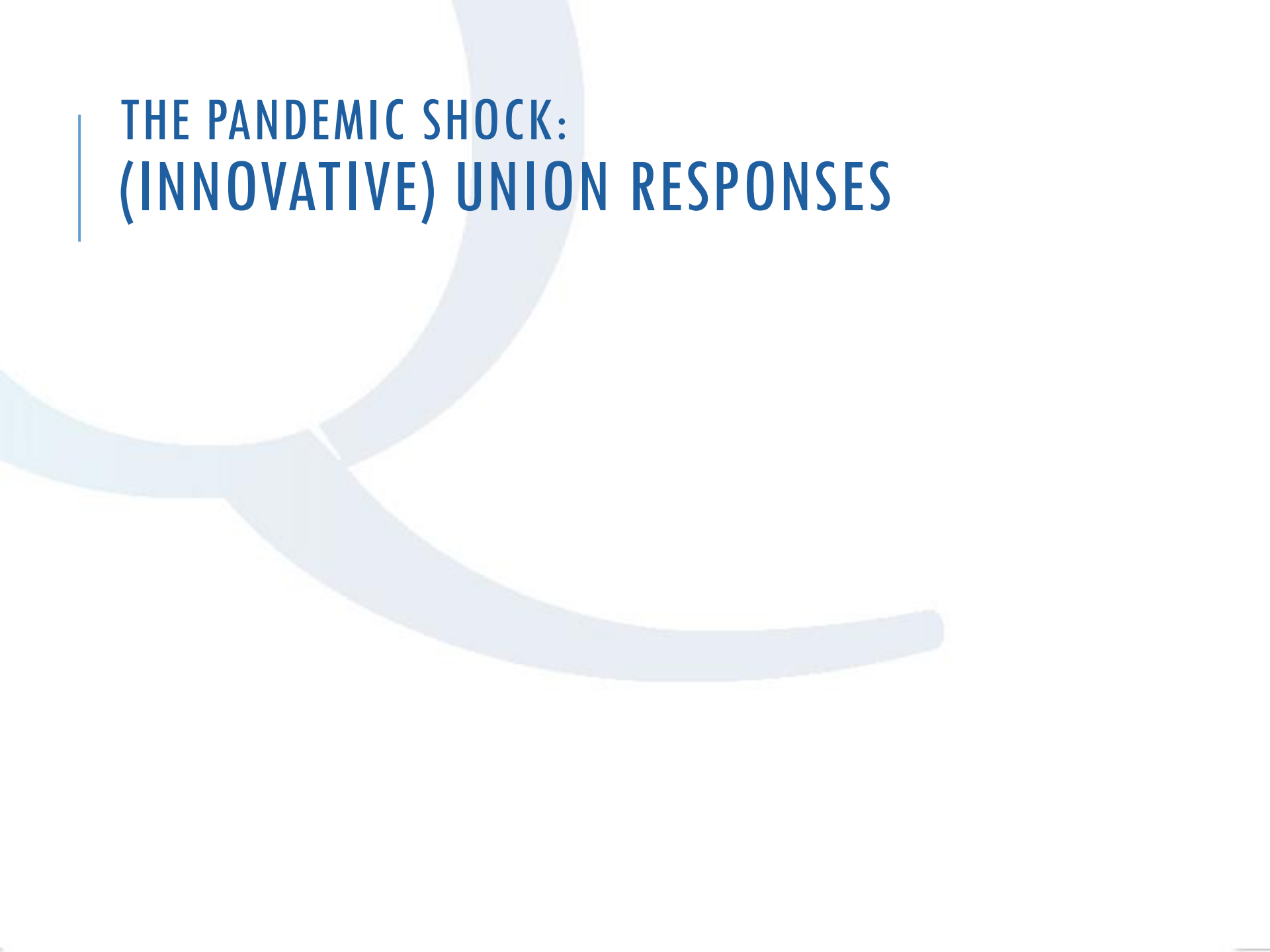
Oscar Molina
Alejandro Godino

OUTLINE

- Policies and approaches to tackle trade union decline
- (Innovative) responses to Pandemic shock
- Fieldwork
- Survey implementation state
- Case studies

NEW SERVICES AND STRATEGIES DEVELOPED BY TRADE UNIONS

- Little innovation when it comes to new services
 - Limited resources (human and financial)
 - Difficulties to increase membership due to institutional context
- Focus on:
 - Reaching particularly vulnerable groups
 - New channels to contact workers
 - Different ways of linking workers with trade unions



THE PANDEMIC SHOCK: (INNOVATIVE) UNION RESPONSES

THE PANDEMIC SHOCK: (INNOVATIVE) UNION RESPONSES

CCOO: New free telephone line and email to non-members:

- Consultancy on labor issues in relation to the health emergency.
- Including SMEs workers without representatives.

Información sobre el coronavirus





**ANTE CUALQUIER DUDA LABORAL
RELACIONADA CON EL CORONAVIRUS
LLAMA AL 900 301 000**

CCOO ha habilitado una línea de **teléfono gratuito 900** y un **correo electrónico** para que las trabajadoras y trabajadores que tengan alguna duda laboral relacionada con el coronavirus puedan recibir información y asesoramiento por parte del sindicato.

 **900 301 000**

 **coronavirus@ccoo.es**

HORARIO DE ATENCIÓN:
De lunes a viernes de 09:00 a 19:00 horas
Sábado y domingo de 10:00 a 14:00 horas





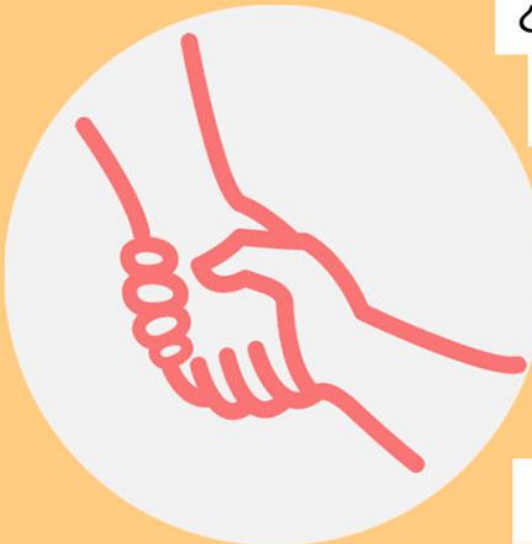
THE PANDEMIC SHOCK: (INNOVATIVE) UNION RESPONSES

UGT: Consultancy services to non-members on:

- Aids for temporary layoff affected workers.
- Unemployment benefits.
- Basic income.

Counterpart:

Encouragement to
affiliation



¿Estás en ERTE y aún no
has cobrado el PARO?

UGT te AYUDA

Pincha AQUÍ para
rellenar el FORMULARIO

¡AFÍLIATE!

FIELDWORK

- Four interviews have been made:
 - CCOO Catalonia: Carlos del Barrio
Carmen Juárez
 - UGT: Rubén Ranz (National)
 - UGT: Nuria Soler (Catalonia)

CASE STUDIES

Cases to launch the survey:

- UGT: TurespuestasindicalYa.com
(Your Union Response Now)
- CCOO: El Whatsapp de la precariedad
(The Precarity' Whatsapp)

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Survey already
sent to users

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Union still
evaluating Data
Protection issues



Nos ponemos
a TU
disposición

Soporte laboral a las personas trabajadoras que desarrollan sus trabajos en plataformas digitales.

TU

es una Plataforma de información,
reivindicación, organización y
denuncia.

Si te sientes sin condiciones
laborales o desprotegido, nos
ponemos a

TU

disposición.

TU

[Cuestionario para personas
trabajadoras de Plataformas
Digitales](#)



TuRespuestaSindicalYa.com

[Your Union Response Now]

Top-down initiative (UGT) (Sept2017)

- Inter-sectoral coordination
- Tackling issues, problems and demands of platform workers (Glovo, Deliveroo, Uber Eats, Stuart, Amazon Flex, etc.)
- Functioning as “digital” union section (platform work)



TuRespuestaSindicalYa.com

[Your Union Response Now]

Services:

- **MailBox:**
 - Questions on (bogus) self-employed rights
 - Answers have 24 hours maximum (together with additional basic labour legislation).
 - Many claims received in the street: **undercover** work of UGT unionists to spread the service.
- Collective coordination of hard-to-unionized profiles
- Legal and CB coverage of out-of-employment-relation profiles

TuRespuestaSindicalYa.com

[Your Union Response Now]

Target:

- 58% ➔ Platform workers
- 42% ➔ Rural areas (the “isolated” Spain)

Legal and CB coverage:

- Riders (Deliveroo and Glovo) ➔ Judgment procedures
- Other low qualified platform workers: domestic work, logistics, transport, etc.
- But also high qualified: the “corporate intra-entrepreneur”

TuRespuestaSindicalYa.com

[Your Union Response Now]

Impact on affiliations:

- Low (+/- 57), but expecting long-term results
- Anyhow: affiliation is not the evaluation output

Impact on other issues:

- More than 2000 questions answered in 2019
- Open window for the union and useful communication channel
- Favorable court ruling → Riders to become employees
- Consulting service for workers isolated and/or without access to workers representatives
- ¿New role in the new scenario teleworking extension?



CCOO T'AJUDA
CONTRA
LA PRECARIETAT



689.586.414



El Whatsapp de la precariedad

[The precarity' Whatsapp]

- Top-down initiative (CCOO Catalonia)
 - Creation of new department: “New labour and precarity realities” (2018)
 - Team of 17 unionists
- Aims:
 - To influence to collective bargaining at company level
 - To bridge the gap between the organization and non-unionized members
 - To become a tool of participation and interaction between users who suffer from the same precarious conditions

El Whatsapp de la precariedad

[The precarity' Whatsapp]



- Target:
 - (Non)members in labour and social vulnerability situations
 - A cross approach of supporting
- Services:
 - Legal information and advice via phone and a free instant messaging apps (whatsapp)
 - Not only on labour-related issues (evictions, mortgages payment, divorces, gender violence etc.)

➔ Response to fragmentation of Labour realities